

is more directioned towards the holder of the carry basket and therefore provides more of an impact of the shopping display advertisement.

BRIEF DESCRIPTION OF DRAWINGS

In order that the invention may be more readily understood, an embodiment thereof
5 will be described with way of example only with reference to the drawings, wherein:

Figure 1 is a plan view of a display unit in accordance with a first embodiment of the invention;

Figure 2 is a side inner view of the display unit of Figure 1;

Figure 3 is a sectional view along section A-A of Figure 1;

10 Figure 4 is a perspective view of the display unit of Figs 1 – 3 in combination with a shopping carry basket; and

Figure 5 is a perspective view of a shopping carry basket having integral display units .

MODE FOR CARRYING OUT THE INVENTION

15 Referring to the drawings there is shown a display unit 11 for attachment to a carry basket and comprising an elongated rectangular display panel 12 with around its entire perimeter an inverted U-shape rim 35. The rim 35 provides a strength to the display unit 11 and provides soft edges to the display panel 12 as well as interfitting means to the carry basket as will be further discussed later.

20 The display panel 12 is formed by a planar base member 22 extending from an inner side of a lower portion of the inverted U-shape rim 35 along its entire perimeter. A similar sizing planar cover plate 23 overlies the base member 22 within the confines of the rim 35 and is able to encapsulate an advertisement between the base member

22 and the cover plate 23. Other material can be included including store directories, recipes, specials and position references in the shop of particular articles. The upper cover plate 23 has a clear window to allow viewing of the advertisement therethrough. Also the base member could in another form receive a calculator or
5 electronic store guide or the like within the rim 35.

The display unit 11 further includes a connection member 14 extending from one longitudinal side of the display panel. The connection member 14 has a combination of a substantially planar extension head 25 extending from an outer part of the inverted U of the rim 35 along one longitudinal side, and rim engaging portions 24
10 formed along the same longitudinal side of the inverted U-shape rim 35. The corner portions of the rim engaging portions 24 at the lateral ends thereof are extensions curving away from the display panel 12 and corresponding to the corner rims 24A of the carry basket such that the longitudinal rim engaging portions 24 engages along one entire side of the carry basket and around the corresponding end corners of the
15 carry basket rim. The extension head 25 extends along the inner surface of the side of the carry basket. In this way the connection member 14 is supported by the top rim 24A of the side of the carry basket together with the extension head 25 co-extending with the side wall (not shown). Protruding ears 26 at transverse ends of the extension head 25 are sized, shaped and relatively positioned to the rim engaging
20 portions 24 to interfit into openings in the side wall to provide a tab and slot interfitting thereto. The protruding ears 26 are in a plane partially inward of the plane of the extension head 25 so as to facilitate the slotting in and through the openings of the side wall of the carry basket. The protruding ears 26 must therefore

be a critical distance below the upper rim engaging portion 24 corresponding with the vertical distance from the top rim 24A of the basket and the slot openings (not shown) of the basket to receive the protruding ears 26.

In one particular preferred form the display panel 12 is of a size of 280 mm x 50 mm so that in combination with the thickness of the rim 35 can co-extend with the standard 30 cm long side wall of the carry basket. The length of the extensions of the rim from the outer most portion of the rim 35 is 100 mm is sufficient to provide contact around the corner of the basket and improve the torsional rigidity of the display apparatus.

10 Figure 4 shows two complementary display units 11 at opposite ends of a shopping carry basket and extending externally away from the opening of the basket to provide a symmetrical look to the carry basket while still allowing nesting of a plurality of like baskets. The display unit at the further end of the basket in Figure 4 has two display panels 12a, 12b for receiving respective advertisements or shop directions to help a user to locate a required product in the shop.

Figure 5 shows two complementary display units 11, 11a integral with and located at opposite ends of a shopping carry basket and extending externally away from the opening of the basket to provide a symmetrical look to the carry basket while still allowing nesting of a plurality of like baskets. The display unit 11 extends in a plane parallel to the base of the carry basket and co-extends with the open top of the carry basket. The display unit 11a extends outwardly to the plane of the sides of the basket at an acute angle to the top plane of the carry basket so that the display unit is facing upwards relative to a user holding the carry basket. It should be understood that the

above description is of a particular preferred embodiment of the invention. Clearly a person skilled in the art will understand variations of the invention without any inventive element. The scope of the invention is inclusive of the variations that will be readily recognised by a person skilled in the art.